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Weekly Bulletin

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EDITOR

SOFT DRINKS.

By E. J. Lea, M.S., Director Bureau of Foods and Drugs.

At the present time there appears to be far more violation of the food law in the line of soft drinks than in any other class of materials under the jurisdiction of the Pure Foods Act. It is true, however, that a certain amount of improvement has been made with regard to adulteration and mislabeling of soft drinks since the food law became effective in 1908. Harmful colors, harmful flavors and saccharine have been practically eliminated, but by far the greater proportion of soft drinks, at the present time, consist either wholly or largely of imitation concoctions which masquerade as fruit drinks.

The labels of these products are usually designed in such a way that the name of a fruit or the picture of fruit is the most conspicuous part of the label and, frequently, they are the only features which catch the eye of the consumer. In some cases, by carefully scrutinizing the label, further information may be found to the effect that the article contains many substances which are entirely foreign to fruit and the analysis of the product may disclose that little or none of the fruit is present.

It is not alone the labels which are deceptive, but extensive advertising, usually more deceptive than the labels, is conducted by the use of bill boards, placards, circulars, newspapers, etc. For example: A beverage labeled "Orange Squeeze" was advertised on billboards by the use of a picture of a hand squeezing orange juice into a glass. This design, prominently featuring fruit, was made very attractive by appropriate colors and the natural inference from seeing the advertisement would be that the product called "Orange Squeeze" consisted essentially of orange juice. The facts in the case are that the so-called "Orange Squeeze" consisted of citric acid, sugar, water, orange oil flavoring from the peel of the orange, and the entire mixture was colored with coal tar dye in imitation of an orange juice product.

A beverage labeled "Orange Crush," which has also been extensively advertised, was originally composed of ingredients similar to the above. More recently a small proportion of orange juice has been included, but the amount is so small that the finished drink contains less than one-half of one per cent of any product from the orange. The original labels for the so-called "Orange Crush" contained no information to the effect that the article was almost entirely an imitation. The newer labels, however, declare in small print the various ingredients present, but the advertising of this article on billboards, placards and in newspapers still carries the idea that the drink is made from oranges.

A beverage labeled "Orange-Nip," "Prepared from Pure Orange Juice," has recently been analyzed by this bureau and found to consist entirely of sugar, water, citric acid, orange flavor and orange peel, coal tar dye and less than one-half of one per cent of orange juice.

Numerous other examples might be mentioned, such as "Orangeade," "Cherry Smash," "Grape Punch," etc., which are largely, if not entirelv, imitation products.

Millions for Soft Drinks.

This subject may seem of minor importance, and yet in the aggregate it has been estimated that the annual expenditure for these beverages in the United States is over five hundred million dollars. The industry has swelled in a few years to enormous proportions. Formerly confined to the small local soda-pop manufacturer and circus lemonade vendor, it now supports numerous large plants, many of which do a national business on an extensive scale.

From the standpoint of healthfulness, toning qualities, and vitamines, soft drinks may be classified in two groups, namely, those which are made of fruit or fruit juice, and those which are not. The soft drinks which really consist of fruit juice are exceedingly scarce. The majority of the drinks are not even "near-fruit" drinks.

Pure fruit juices from certain fruits, such as grapes, loganberries, apples and pineapples, are bottled commercially. These genuine fruit juices are generally carried by grocers for family trade, and they may also be had in many places, such as dining cars, buffets, hotels, etc., where drinks are dispensed; but the business in the genuine fruit drinks is very small as compared with that in imitation drinks.

There has been a tendency during recent years to label as true fruit drinks certain preparations which contain a minute amount of highly concentrated extract or essence derived from the fruit; the other ingredients, forming the bulk of the drink, being imitation products. These fruit essences do not contain the healthful and nutritious properties of the fruit; they provide only the fruit odor, and their use does not justify the labeling of the drink as a true fruit drink. Many of these concentrated true fruit essences are fortified with imitation essences derived from synthetic ethers.

Some of the so-called fruit drinks are first manufactured in the form of a concentrated syrup, containing a small amount of fruit juice and heavily loaded with coal tar dye. To these syrups the bottler adds an acid solution and then dilutes the mixture many times with water. When these drinks are finished for consumption the small amount of fruit juice present is diluted to such an extent that it has practically no bearing on the quality or value of the drink. These products, as usually manufactured, contain such a minute amount of fruit juice in the finished drink that they do not justify the labeling of the concoctions with the name of a fruit.

Pure Fruit Drinks.

Progress is being made in the manufacture of soft drinks from genuine fruits without the addition of acids or coal tar paint to imitate the fruits. The University of California has experimented along these lines and at the present time has prepared soft drinks made from strawberries, loganberries, raspberries, grapes, oranges and pomegranates.

These beverages are extremely palatable, have plenty of color from the natural fruit and, above all, they are healthful and nutritious, and their qualities are far superior to those of the imitation products.

It has been demonstrated fully that soft drinks can be prepared commercially from the fruit itself without any imitation ingredients, and that they can be manufactured at a cost which is not prohibitive.

California has an abundant supply of many different fruits, and it seems entirely reasonable and practicable to utilize more of these fruits in the manufacture of soft drinks. Furthermore, the general use of soft drinks made of fruit instead of the imitation products would greatly benefit the health of consumers.

The pure food laws were designed to protect the public and the honest manufacturers. Our experience in the manufacturing, labeling and advertising of soft drinks seems to indicate that the public is not properly advised as to the nature of the soft drinks which they purchase. Artificial color, which, in the case of soft drinks, is usually coal tar dye, seems to be the principal agent that contributes to the deception. Many manufacturers have told us that they could not sell their beverages at all unless they used artificial color and, in fact, some of them have said that they could not continue in business if they did not use artificial color, because the consumers would not buy the drinks which did not have color.

In other words, a drink labeled with a fruit name and composed of citric acid, sugar, imitation flavor and water, without artificial color would not be accepted by consumers, but the identical mixture with the addition of a little artificial color would be favorably received. We are also advised by manufacturers that the word "imitation" on the label of soft drinks practically kills the sale of that drink; while the identical preparation without the word "imitation" on the label would have a normal sale.

It seems quite probable that many of the soft drinks are so artfully concocted and represented that they easily fool the public, and it is perhaps also true that people depend too much on their eyes and not enough on their intellects in the selection of beverages. The elimination of artificial color from soft drinks would solve the whole problem so far as the public is concerned, but, under the present construction of the statutes, this is apparently impossible. The protection the public is entitled to can only be secured by amending the food laws so that they will be more specific.

Measles a Dangerous Disease.

It will be noted that measles is extremely prevalent in California at the present time. This disease must be recognized as serious and every child is entitled to protection against contracting the disease, as well as to the best of care and nursing if he should be so unfortunate as to contract it. The old fallacy that a child should "catch" measles and have it over with has been exploded. "Measles teas," where mothers were accustomed to bring their children to a home where a child was suffering from measles, should never occur in California. An English writer has referred to such parties as "orgies of death."

It must be remembered that while the immediate results of measles may be exceedingly disastrous, by far the most harmful results lie in the after-effects. Tuberculosis, bronchitis, pleurisy, pneumonia, malnutrition and retarded growth often follow an attack of measles. In its complications and after-effects it is one of the most disastrous of all of the infectious diseases. Safeguarding against exposure, better nursing, medical attention and careful home supervision are all essential in the control of this disease.

MORBIDITY.*

Diphtheria.

146 cases of diphtheria have been reported, the distribution being as follows: Berkeley 3, Daly City 2, Oakland 6, San Francisco 27, Butte County 1, Pasadena 2, Glendora 1, San Jose 1, Ventura County 1, Alhambra 1, Los Angeles County 4, Los Angeles 62, Long Beach 6, Merced County 4, San Diego County 1, San Joaquin County 1, Colton 1, Bakersfield 4, Hillsborough 1, Stanislaus County 1, Colusa County 2, South Pasadena 1, Sacramento 2, Fresno County 2, Santa Clara County 1, Orange County 2, Santa Paula 1, Kern County 3, Kings County 1, Redding 1.

Scarlet Fever.

127 cases of scarlet fever have been reported, distributed as follows: San Francisco 18, Pasadena 6, Oakland 3, Whittier 1. Hawthorne 4, Taft 1, Eureka 1, Stockton 1, Santa Barbara County 1, Tulare County 1, Berkeley 4, Long Beach 7, Contra Costa County 3, Richmond 1, San Luis Obispo County 1, Palo Alto 1, San Bernardino County 1, El Segundo 1, Ontario 1, Pomona 4, San Jose 1, Los Angeles County 10, Los Angeles 34, Monrovia 2, Lindsay 1, Sacramento 5, Sacramento County 1, San Diego County 3, Piedmont 1, Merced County 1, San Joaquin County 1, Santa Clara County 1, Dunsmuir 2, Orange County 2, Kings County 1.

Whooping Cough.

210 cases of whooping cough have been reported, distributed as follows: San Francisco 16, Corcoran 3, Long Beach 3, Los Angeles County 6, Los Angeles 22, El Monte 2, San Jose 6, Whittier 1, Venice 1, Berkeley 8, Alameda 2, Oakland 9, Pasadena 14, Santa Cruz County 3, San Joaquin County 17, Ontario 1, Taft 1, Lemoore 14, Stockton 5, Tracy 2, San Diego County 4, Riverside 5, Vacaville 1, Solano County 2, Piedmont 1, Dinuba 2, Hercules 1, Merced County

1, San Luis Obispo County 2, Salinas 1, Eureka 2, Fresno County 9, Sacramento 3, Santa Clara County 4, Banning 2, Santa Barbara 2, South Pasadena 1, Kings County 29, Marin County 2.

Measles.

1127 cases of measles have been reported, the distribution being as follows: Stockton 160, San Leandro 6, Ross 12, Hayward 6, Pasadena 7, San Joaquin County 59, Beaumont 6, Anaheim 6, Berkeley 58, Los Angeles County 42, Los Angeles 180, San Jose 16, Alameda 27, Livermore 31, Ontario 6, Lodi 6, Orange County 44, Santa Clara County 14, Sacramento 28, Eureka 5, Torrance 5, Colusa County 13, Dinuba 13, San Diego County 7, Manteca 7, Long Beach 15, Santa Clara 18, El Monte 7, Whittier 6, Oakland 157, Pomona 1, Hawthorne 1, El Segundo 1, Riverside 1, Visalia 1, Piedmont 2, Solano County 1, Fullerton 1, Winters 1, Alhambra 1, San Francisco 84, Bakersfield 3, Palo Alto 1, Sacramento County 2, Santa Maria 4, Albany 4, Colusa 1, San Luis Obispo County 3, Fresno County 1, Richmond 1, San Fernando 2, Santa Ana 3, East San Diego 8, San Bernardino County 3, Santa Paula 1, Santa Barbara 2, Mariposa County 1, Burbank 3, Colton 1, Tracy 1, Redwood City 1, Petaluma 3, Fowler 1, Vallejo 1, Claremont 4, Placerville 2, Redding 8, Monterey 3.

Smallpox.

41 cases of smallpox have been reported, distributed as follows: Hayward 4, Los Angeles County 1, Los Angeles 20, Pomona 1, Santa Clara County 1, Stockton 4, Ventura 8, Ventura County 2.

Typhoid Fever.

14 cases of typhoid have been reported, distributed as follows: California 1, Fresno County 2, Los Angeles 1, Oakland 1, Red Bluff 1, Sacramento County 2, San Francisco 2, San Joaquin County 2, Tehama County 1, Torrance 1.

Cerebrospinal Meningitis.

3 cases of cerebrospinal meningitis have been reported, 1 each from Sonoma County,. Visalia and Los Angeles.

Leprosy.

San Jose reported one case of leprosy.

Epidemic Encephalitis.

Colton reported one case of epidemic encephalitis.

Epidemic Jaundice.

Los Angeles reported 5 cases of epidemic jaundice.

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*From reports received on May 7th and 8th for week ending May 5th.

COMMUNICABLE DISEASE REPORTS.

Disease	1923				1922			
	Week ending			Reports for week ending May 5 received by May 8	Week ending			Reports for week ending May 6 received by May 9
	April 14	April 21	April 28		April 15	April 22	April 29	
Anthrax	0	0	1	0	0	0	0	0
Cerebrospinal Meningitis	6	4	1	3	0	3	2	4
Chickenpox	331	298	271	224	118	127	176	120
Diphtheria	173	147	145	146	134	119	123	108
Dysentery (Bacillary)	2	3	5	1	0	0	6	5
Epidemic Encephalitis	5	4	1	1	3	0	2	5
Epidemic Jaundice	0	0	0	5	0	0	6	1
Gonorrhoea	127	74	90	87	55	127	63	106
Influenza	104	124	71	447	169	157	120	66
Leprosy	1	0	0	1	0	1	0	1
Malaria	4	8	2	5	1	1	0	3
Measles	1014	1092	1131	1127	32	19	29	13
Mumps	39	23	36	23	76	86	78	49
Pneumonia	61	95	81	54	96	171	111	102
Poliomyelitis	1	0	0	0	0	1	1	0
Scarlet Fever	143	163	160	127	103	94	118	76
Smallpox	49	8	21	41	46	23	62	34
Syphilis	104	87	56	66	80	95	89	95
Tuberculosis	151	240	173	134	149	195	216	129
Typhoid Fever	9	11	10	14	10	5	10	10
Whooping Cough	210	192	269	210	59	83	78	102
Totals	2534	2573	2524	2716	1131	1307	1290	1029

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